

General information	
Academic subject	French Language
Degree course	BA in Business administration / Marketing and Business Communication
Academic Year	2nd
European Credit Transfer and Accumulation System (ECTS)	
Language	French
Academic calendar (starting and ending date)	14 th december
Attendance	Lecture attendance is not compulsory but is strongly recommended

Professor/ Lecturer	
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Telephone	
Department and address	Largo Abbazia Santa Scolastica, 53- 70124 Bari 4th floor.
Virtual headquarters	MICROSOFT TEAMS = VIRTUAL LECTURES CODE: 2lv9lsc / TUTORING CODE: 89yg803
Tutoring (time and day)	Office hours: Tuesday from 10:00 am to 11:30 am. On the Virtual headquarters: Monday from 9:00 am to 11:00 am.

Syllabus	
Learning Objectives	The main objective of the French language course includes the attainment of an intermediate level in French language oral production using a specific Business administration and Marketing and business communication terminology. During the course, professors will focus on the practice comprehension skill of texts about business communication. The articles presented (digital textbooks excerpts, articles, original documents...), will be a moment of reflection about different current events in France and in French speaking countries. These documents will allow students to think about articles and state their own opinion.
Course prerequisites	The level A2/B1 of Common European Framework of Reference for Languages (CEFR) is the required basis for the French course.
Contents	The course presents a lessons plan composed of different didactic units about business French subject matters. Each unit will be presented both with paper and audio-visual form. The subject of the course concerns above all the Business administration and Marketing and business communication sectors. During the course the following subjects will also be discussed: <i>Les anglicismes dans la langue française</i> (Dossier 2021-2022), <i>Le marketing viral</i> , <i>L'e-commerce</i> , <i>Qu'est-ce que c'est le buzz ?</i> , <i>Est-ce un anglicisme ?</i> , <i>Le street marketing : Le marketing de rue qu'est-ce que c'est ?</i> , <i>L'histoire du Benchmark</i> (Material presented in the course material dossier). (Da Objectif Express 2021-2022) Unité 3 <i>Les réunions</i> p. 55-56-57, Unité 4 <i>Étude de marché</i> p. 60-61, Unité 5 <i>Excellentes conditions de vente</i> p. 64, <i>Comment « emballer » vos produits</i> p. 66, <i>La facture</i> p. 72, <i>Les comportements d'achat</i> p. 73, Unité 5 <i>Des Français entrepreneurs</i> p. 87, <i>Réussir ses contacts à l'International</i> p. 89, Unité 6 <i>Question d'organisation</i> p. 92, <i>Passez à l'action</i> , p. 92

	<p>Vous êtes invité(e)s p. 94, Bienvenue ! p. 96, Passez à l'action 1-2 p. 98, Bilan du Salon Mondial du tourisme p. 98, Scénario professionnel p. 107, Unité 7 Tempête de cerveaux p. 110, Les congés en France p. 120, Unité 8 L'entretien d'évaluation p. 139, , Unité 9 Rien ne va plus p. 145, Unité 12 Un entretien exclusif p. 192-193, Les principales formes juridiques des entreprises françaises. p. 204, Monolingual, bilingual and specialized (paper and electronic dictionaries) will be analysed and used to teach the correct use of the French language. French lectures will be integrated by a French language assistant who will give the students some writing and conversation practice. The writing and conversation practice will be devoted to learning and reinforcing morphosyntactic structure in French applied to the following base skills: comprehension/production oral and written, and comprehension/production written in the specialized language.</p>
<p>Books and bibliography</p>	<p>Bibliography</p> <p>Reading materials</p> <p>Textbook</p> <ul style="list-style-type: none"> - DUBOIS Anne-Lyse - TAUZIN Béatrice, <i>Objectif Express 2 : monde professionnel en français</i>, Hachette français langue étrangère, Vanves (Hauts-de-Seine) – CCI Paris Île-de- France, 2016, 224 p. - Dossier: “Anglicismes et termes recommandés dans le domaine de l'économie” a.a. 2021/2022. <p>Bilingual recommended dictionaries:</p> <ul style="list-style-type: none"> - Il Larousse francese Français-Italien / Italiano-Francese Dizionario Bilingue, Milano, Rizzoli - Larousse, 2006. - Il Boch. Dizionario francese-italiano / italiano- francese, Bologna, Zanichelli Editore, 2020. - Grande Dizionario di francese, Milano, Garzanti Linguistica, 2014. <p>Monolingual recommended dictionaries:</p> <p>Le Petit Robert 2022, Paris, Le Robert, 2022.</p> <p>Specialized dictionaries:</p> <ul style="list-style-type: none"> - A. LE BRIS, L'économie et les affaires, Bologna, Zanichelli, 2005. - Binon J., Verlinde S., Van Dyck J. Bertels A., Dictionnaire d'apprentissage du français des affaires (DAFA), Paris, Édition Didier, 2000. (Internet address: http://www.projetdafa.net/). <p>French online dictionaries:</p> <ul style="list-style-type: none"> - https://dictionnaire.lerobert.com - https://www.grandidizionari.it/dizionario_francese-italiano.aspx - https://www.larousse.fr/dictionnaires/francais-monolingue/ - https://dizionari.corriere.it/dizionario_francese/ - https://crisco2.unicaen.fr/des/ Dictionnaire Electronique des Synonymes (DES).
<p>Additional materials</p>	<p>Contrastive grammar is optional:</p> <p>PARODI Lidia – VALLACCO MARINA, Grammathèque. Grammatica contrastiva per italiani (3ème édition), Genova, Black</p>

Cat – CIDEB, 320 p.

Work schedule			
Total 125	Lectures 40 hours	Hands on (Laboratory, working groups, seminars, field trips) Laboratory hours.	Out-of class study hours/ Self-study hours 85 hours
Hours			
40 hours			
ECTS			
5 ECTS			
Teaching strategy		<ul style="list-style-type: none"> - The use of the Internet to examine the course content online. - Language Lab to listen and view original documents help students to consolidate the four language skills: Listening Comprehension, Oral Expression, Reading Comprehension and Written Expression in the specialized language. 	
Expected learning outcomes			
Knowledge and understanding on:		<ul style="list-style-type: none"> o Ability to understand the French business terminology. o Ability to Knowledge the French business terminology. o Ability to understand how anglicisms (English loan-words) are integrated into the French morpho-syntactic system. 	
Applying knowledge and understanding on:		<ul style="list-style-type: none"> o Ability to use the French neologisms. o Ability to apply a specific French business terminology. 	
Soft skills		<ul style="list-style-type: none"> o Ability to report written texts and express one's own opinions neatly. o Ability to explain autonomously topics concerning Business communication. o Ability to find right solutions to communicate in professional situations. o Ability to work as a team on a project. 	
Assessment and feedback			
Methods of assessment		<p>French Language exams will be structured:</p> <ul style="list-style-type: none"> o Written exam (50%): <ul style="list-style-type: none"> - It is composed of a text about the reading comprehension skills. o Oral exam (50%): During the oral exam, students could also submit to the examination committee a Power Point presentation. 	

	<p>presentation about the course content. For the written exam non-attending students will have to cover the settled syllabus. The syllabus can be downloaded at: http://www.uniba.it/docenti/bocuzzi/celeste/attivita-didattica</p> <p>The use of a bilingual dictionary is allowed.</p>
Evaluation criteria	<p>At student is required the attainment of an intermediate level (B1) of the Common European Framework of Reference for Languages: Learning, Teaching, Assessment (CEFR)</p> <ul style="list-style-type: none"> o Ability to process specialized text, understand its meaning and to integrate with what he already knows o Ability to use a specific Marketing and business communication terminology o Ability to explain autonomously subjects concerning <i>Business administration</i> and <i>Marketing and business communication</i> in France and francophone countries.
Criteria for assessment and attribution of the final mark	<p>Oral exam: During the oral exam, students could also submit to the professor a Power Point presentation about the course content.</p>
Additional information	